



For Immediate Release

Standard Chartered and Asia Miles Exclusive Joint Endeavour Enables Earning Miles with Bank Services and Everyday Spending

15 March 2016, Hong Kong – Standard Chartered Bank (Hong Kong) Limited (“SCBHK”) has entered into a strategic partnership with Asia Miles to launch the Standard Chartered Asia Miles MasterCard. This is the first Asia Miles co-branded credit card issued in Hong Kong, and is the only card which enables cardholders to earn miles directly by using banking services without the need to convert reward points. Moreover, cardholders can now earn miles faster by using eligible banking services such as deposits, investments, insurance, personal instalment loans and mortgage loans. New Priority Banking customers who set up a time deposit or draw a mortgage loan will be rewarded with miles as a welcome offer. In addition to earning 1 mile for every HK\$4 spent on dining, online and overseas spending, cardholders can also earn miles directly through everyday purchases with contactless payment methods. All cardholders will also enjoy Asia Miles privileges.

Ms Mary Huen, Regional Head of Retail Banking, Greater China and North Asia of Standard Chartered, said: “SCBHK is committed to introducing innovative elements that bring customers a unique banking experience. We aim to establish long-term relationships with our customers and we hope that by introducing this new credit card, our customers will choose to use more of our services to address their financial needs. This partnership with Asia Miles creates a win-win situation for the two companies. It gives us a competitive edge in attracting new target customers and driving more existing customers to use our banking services, and will help further our firm long-term ambition of achieving growth in both customers and revenue.”

Mr Stephen S. Y. Wong, Chief Executive Officer of Asia Miles, said: “The Standard Chartered Asia Miles MasterCard is a significant milestone for Asia Miles. It is the first Asia Miles co-branded credit card issued in Hong Kong and also the only card that uniquely enables members to earn miles from a comprehensive range of banking services as well as earn from everyday spending. The card’s contactless payment method is a convenient feature for cardholders to earn miles with everyday purchases. The launch of the Standard Chartered Asia Miles MasterCard firmly positions Asia Miles as a rewards programme that connects with members’ everyday life. Members can earn miles from a range of activities including dining, shopping and travelling. Our

diversified awards range from flights, hotel stays, car rental services to over 1,800 lifestyle items which will enrich cardholders' travel and lifestyle rewards experiences.”

Standard Chartered Asia Miles MasterCard cardholders can earn 1 mile for every HK\$4 spent on dining, online and overseas spending while HK\$6 of other local spending will earn 1 Asia Mile. New cardholders who do not currently hold any Standard Chartered credit card will enjoy a special welcome offer of 1 mile for every HK\$0.5 spent. Cardholders who become customers of Priority Banking or Personal Banking Privileged Plan will only need to use the card once a month in order to earn miles directly from other SCBHK eligible banking services used in the month, including deposits, investments, insurance, personal instalment loans and mortgages. Customers of Priority Banking and Personal Banking Privileged Plan can earn up to 3,500 miles and 490 miles a month respectively. Moreover, new Priority Banking customers opening an eligible time deposit account of HK\$1 million will be rewarded with an extra bonus of 60,000 miles.

In January, SCBHK conducted a survey[^] of over 400 respondents in order to understand the travel and mileage earning habits of Hong Kong residents. Respondents made an average of 2.67 personal trips in 2015 with total estimated spending of approximately HK\$70,000; families with household incomes of over HK\$80,000 spent an estimate of over HK\$110,000 in total. Despite economic uncertainties, 85% of respondents anticipated that they would maintain or even increase their spending on trips in 2016. Up to 82% of respondents collected mileage from reward programmes; they are generally well-educated, and enjoyed higher income and more assets than average. Nearly 60% of respondents stated that they use credit cards for spending as frequently as possible in order to redeem airline tickets. Respondents with higher household incomes and who tended to be younger adopted this habit even more widely. 46% of respondents regarded offers of mileage or opportunities to earn mileage as more attractive than other credit card rewards, such as credit rewards or cash rebates. Half of the respondents said they hope to earn mileage by using other banking services, such as cash deposits, mortgages and time deposits.

[^] The survey was conducted online during 20-26 January 2016 on 406 respondents aged between 25 and 55 and who have taken personal trips in the past year.

Standard Chartered Priority Banking Customer Mileage Rewards:

New Customers Exclusive Offer:

New Funds Deposit (HKD)	Asia Miles Time Deposit Period	Asia Miles Reward*
1 million	4 months	60,000 miles

*New fund growth offer included

Asia Miles Time Deposit Reward:

Time Deposit Amount	6 Months Deposit Period	12 Months Deposit Period
Every HKD 1 million	30,000 miles	100,000 miles
Every USD / GBP 100,000		
Every RMB / CAD 200,000		

Mortgage Loan Welcome Offer:

Successful Drawdown Amount (HKD)	Asia Miles Reward [#]
3 million	Up to 314,000 miles

[#] Applies to eligible loans of HK\$3 million. A 1% mortgage rebate will earn 314,000 Asia Miles (including application, reward approval and extraction of mortgage rebate). If customer chooses Asia Miles as mortgage rebate, mileage will be offered in lieu of cash rebate.

Standard Chartered Asia Miles MasterCard Mileage Rewards:

New Cardholders Welcome Offer

- All card spending can enjoy 1 mile for every HK\$0.5 spent (up to a total of 15,000 miles in the first two months) ⁺

Card Rewards:

- Dining, online and overseas spending can earn 1 mile⁺ for every HK\$4 spent
- Other local spending can earn 1 mile⁺ for every HK\$6 spent
- Contactless feature: Everyday purchases can earn Asia Miles directly (extensive network in Hong Kong, participating merchants include convenience stores, bakeries, supermarkets, coffee shops, cinemas, etc)

⁺Only applicable to eligible transaction. Offer is subject to terms and conditions. For details, please refer to the leaflet.

Banking Rewards:

- **Priority Banking Customers:** Earn up to 3,500 Asia Miles each month

Product Category	Reward Basis	Asia Miles Earned	Maximum Asia Miles Earned (Per Month)
Deposits/ Structured Investments Series / Premium Deposits	Every HK\$100,000 daily average balance in a month (Based on total number of calendar days in the relevant month)	35 miles	700 miles
Investments	Every HK\$100,000 daily average balance in a month (Based on total number of days the Bank is open for business in the relevant month)	35 miles	700 miles
Insurance		35 miles	700 miles
Personal Instalment Loans	Every HK\$100,000 month-end outstanding loan balance (As at the last calendar day of the relevant month)	35 miles	700 miles
Mortgage Loans		7 miles	700 miles
Total Miles earned:			3,500 miles

- **Personal Banking Privileged Plan:**

Earn up to 490 Asia Miles each month with eligible products / services

Brand New Asia Miles Privileges:

- 2 days priority for online redemption of selected discount flight awards
- 10% redemption discount on hotel, car rental and dining awards
- 20% discount on Asia Miles Mileage Renewal fee, Asia Miles Mileage Transfer fee and purchase of Asia Miles Gift Miles™

Please refer to the leaflet for details

Download Photos: <http://www.fingertips.hk/download/SCB-AsiaMiles-PC-Press.zip>



Caption (1): Ms Mary Huen, Regional Head of Retail Banking, Greater China and North Asia of Standard Chartered said, the partnership with Asia Miles gives our bank a competitive edge in targeting customers and driving more existing customers to use our banking services.



Caption (2): Mr Stephen S. Y. Wong, Chief Executive Officer of Asia Miles said, “The launch of the Standard Chartered Asia Miles MasterCard firmly positions Asia Miles as a rewards programme that connects with members’ everyday life.”



Caption (3): Mr. Samir Subberwal, Head of Retail Banking, Standard Chartered Hong Kong (Right) and Mr Stephen S. Y. Wong, Chief Executive Officer of Asia Miles (Left) officiated at the signing ceremony.



Caption (4): Mr. Samir Subberwal, Head of Retail Banking, Standard Chartered Hong Kong (Right), Mr. Stephen S. Y. Wong Chief Executive Officer of Asia Miles (Left) and Ms. Sammi Cheng, celebrity, (Middle) participate in the handprint ceremony to officially launch the Standard Chartered Asia Miles MasterCard.



Caption (5): Pop diva Ms. Sammi Cheng leads a party of models demonstrating the various ways to earn Asia Miles.

- End -

For media enquiries:

Corporate Affairs, Standard Chartered Bank (Hong Kong) Limited

Cathy Kwong Tel: 2820 3083

Gabriel Kwan Tel: 2820 3036

Or

Fingertips Company Limited

Avis Chan Tel: 9253 6266 / 2851 7100

Evon Yap Tel: 9257 4534 / 2851 7100

Or

Public Relations and Communications, Asia Miles

Judy Kwan Tel: 2748 2635 / 9032 5953

Agnes Yeung Tel: 2748 271

Standard Chartered

We are a leading international banking group, with more than 86,000 employees and a 150-year history in some of the world's most dynamic markets. We bank the people and companies driving investment, trade and the creation of wealth across Asia, Africa and the Middle East, where we earn around 90 per cent of our income and profits. Our heritage and values are expressed in our brand promise, Here for good.

Standard Chartered PLC is listed on the London and Hong Kong Stock Exchanges as well as the Bombay and National Stock Exchanges in India.

The history of Standard Chartered in Hong Kong dates back to 1859. It is currently one of the Hong Kong SAR's three note-issuing banks. Standard Chartered incorporated its Hong Kong business on 1 July 2004, and now operates as a licensed bank in Hong Kong under the name of Standard Chartered Bank (Hong Kong) Limited, a wholly owned subsidiary of Standard Chartered PLC.

For more information please visit www.sc.com. Explore our insights and comment on our blog, [BeyondBorders](#). Follow Standard Chartered on [Twitter](#), [LinkedIn](#) and [Facebook](#).

Asia Miles

Asia Miles, Asia's leading travel and lifestyle rewards programme, was launched in February 1999 and now has more than 8 million members and over 600 programme partners worldwide.

Asia Miles offers members extensive opportunities to earn miles by spending daily from a wide range of travel and lifestyle categories including flights, hotels, dining, financial services, retail, technology brands, and many others.

With 25 airline partners, Asia Miles members can earn miles when flying to more than 1,000 destinations worldwide. With over 400 dining partners to choose from, Asia Miles offers one of the largest ranges of lifestyle food & beverage options in Asia.

In addition to flight awards, Asia Miles members can also redeem miles and enjoy over 1,800 fabulous travel and lifestyle awards such as hotel stays, dining package, shopping vouchers, electronics, concert tickets, and other leisure items.

Asia Miles is open to anyone aged 2 or above and free to join.

For more information, please visit www.asiamiles.com.
